

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

YESCO - Las Vegas

Nevada Management Assistance Partnership

YESCO Uses Lean for Office and Production

Client Profile:

Young Electric Sign Company (YESCO) is a manufacturer of custom signs and other display systems for businesses of all types and sizes. The company's Las Vegas, Nevada, division employs 450 people.

Situation:

YESCO's Las Vegas Exteriors Division builds a large percentage of the biggest signage in the Las Vegas area but lagged behind other businesses in the small commercial sign market. The company contacted the Nevada Management Assistance Partnership (MAP), a NIST MEP network affiliate, for help.

Solution:

MAP analyzed the manufacturing process, identified volume efficiencies, and laid out plans for volume production. To take advantage of the new process and increase sales, the YESCO Team evaluated existing Value Stream Maps showing dozens of paperwork steps needed to build each sign. Analysis showed that the steps necessary to build grand signs were used for even the most modest signs. A Lean/cellular approach was needed. A standardized document layout was developed. A new estimating system under development was rolled out for use. Clear definitions of artwork, timing and responsibilities were developed. Credit, Sales and Estimating made changes to speed processing. A new selling process was presented to the Division's sales force, with all instructions fitting on a single page.

Results:

- * Reduced sales package from 17 documents to 4.
- * Reduced sales processing overhead by 80 percent.

Testimonial:

"Applying lean to this process will have benefits well beyond the obvious in terms of time and effort. The new process will remove barriers perceived and real in the minds of the sales people, and that in turn will magnify the ROI as a result of the process."

Rene Merritt, Sales Manager